

## CLAIMS

1. A system for monitoring inventory in a point of purchase display, comprising:

a portable display stand, having at least one shelf, operably configured to support a package thereon;

the display stand further having at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

at least one package, operably configured to be positioned on the at least one shelf,

the at least one package containing a radio frequency identification tag;

at least one radio frequency antenna, affixed to at least one of the at least one shelf, the at least one of a bottom wall, a side wall, a back wall, a top wall, a front wall;

a radio frequency identification tag reader, operably connected to the radio frequency antenna, for transmitting to and receiving radio frequency signals from the radio frequency identification tag, the radio frequency identification tag reader being operably configured to generate signals representative of the presence and absence of radio frequency identification tags within the display stand,

the radio frequency identification tag reader being operably connectable to a remotely situated monitoring apparatus, for providing a remote indication of the presence and absence of the at least one package containing a radio frequency identification tag, within the display.

2. The system according to claim 1, wherein the portable display stand is configured to be readily collapsible and transportable.

3. The system according to claim 1, wherein the portable display stand is fabricated substantially completely from one of: paper; paperboard; corrugated paperboard; bristol board; foam cored board; plastic.

4. The system according to claim 1, wherein the portable display stand is at least partially covered with emf absorbing/shielding material.

5. The system according to claim 1, wherein the at least one radio frequency antenna is affixed to the portable display stand by printing the at least one radio frequency antenna on a surface of the portable display stand with metallic ink.
6. The system according to claim 1, wherein the at least one radio frequency antenna is embedded within the material from which the portable display stand is fabricated.
7. The system according to claim 1, wherein the portable display stand is provided with wheels to facilitate movement of the portable display stand.
8. The system according to claim 1, wherein the portable display stand incorporates a pallet structure.